UNIVERSITY OF RHODE ISLAND

Position Description

TITLE: Coordinator, Admission Marketing and Advertising

DIVISION: Admission (Academic Affairs)

REPORTS TO: Dean of Admission

GRADE: 12

SUPERVISES: Interns, student workers

BASIC FUNCTION:

Assist the Dean of Admission with marketing communication directed to prospects, applicants, and admitted students. Assist in developing and maintaining a comprehensive communication plan for these audiences. Using the department’s CRM, send targeted email messages to designed populations within the prospect and applicant pools. Maintain the tour and information session calendar and registration system using the CRM, as well as the registration sites for large-scale events such as fall Open Houses and Welcome Days. Oversee data entry of prospect/applicant contact information to maintain data accuracy and integrity. Generate reports as requested by the Dean related to effectiveness of various communication and marketing initiatives.

Maintain and update the web site for the Office of Undergraduate Admission, seeking input from key stakeholders regarding ease of navigation and clarity of messages.

Maintain the department’s social media accounts, keeping content fresh, relevant, and engaging. Serve as liaison with the University’s Publications Office to help create admission recruitment publications. Seek out students to be featured in recruiting publications and on the web site; interview them, draft profiles, and coordinate photography and video as needed.
ESSENTIAL DUTIES AND RESPONSIBILITIES:

Assist the Dean in the coordination of marketing communication maintaining a consistent “brand” voice, maximizing marketing effectiveness, and helping to ensure attainment of annual enrollment goals. Solicit participation from key campus constituents in the development of electronic communications for admitted students and admission information on the web.

Write marketing copy for print and web. Stay abreast of trends in the use of college websites and make recommendations regarding best practices and strategies to use the web to our best marketing advantage.

Work closely with the Publications department and the Marketing department at the University to develop appropriate recruitment materials and tools. Work with external partners providing database management software and other marketing resources.

OTHER DUTIES AND RESPONSIBILITIES:

Perform additional duties as requested.

LICENSES, TOOLS AND EQUIPMENT:

Personal computers, printers; word processing, database management, and spreadsheet software.

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

**Required:** Bachelor’s degree in marketing, communications, or business or other related area; minimum three years of full-time employment in marketing or communications; demonstrated experience with a multi-faceted CRM system; demonstrated accomplishments in developing marketing strategies and integrated marketing communications; demonstrated proficient verbal and written communication skills (including producing typo-free work); demonstrated ability to work independently and as part of a team; demonstrated attention to detail and instructions; demonstrated ability to work with diverse groups.
Preferred: Master's degree; marketing experience at an institution of higher education.

ALL REQUIREMENTS ARE SUBJECT TO POSSIBLE MODIFICATION TO REASONABLY ACCOMMODATE INDIVIDUALS WITH DISABILITIES.